

DR BERRY'S
PROPER HUMAN
— DIET —
GUIDEBOOK



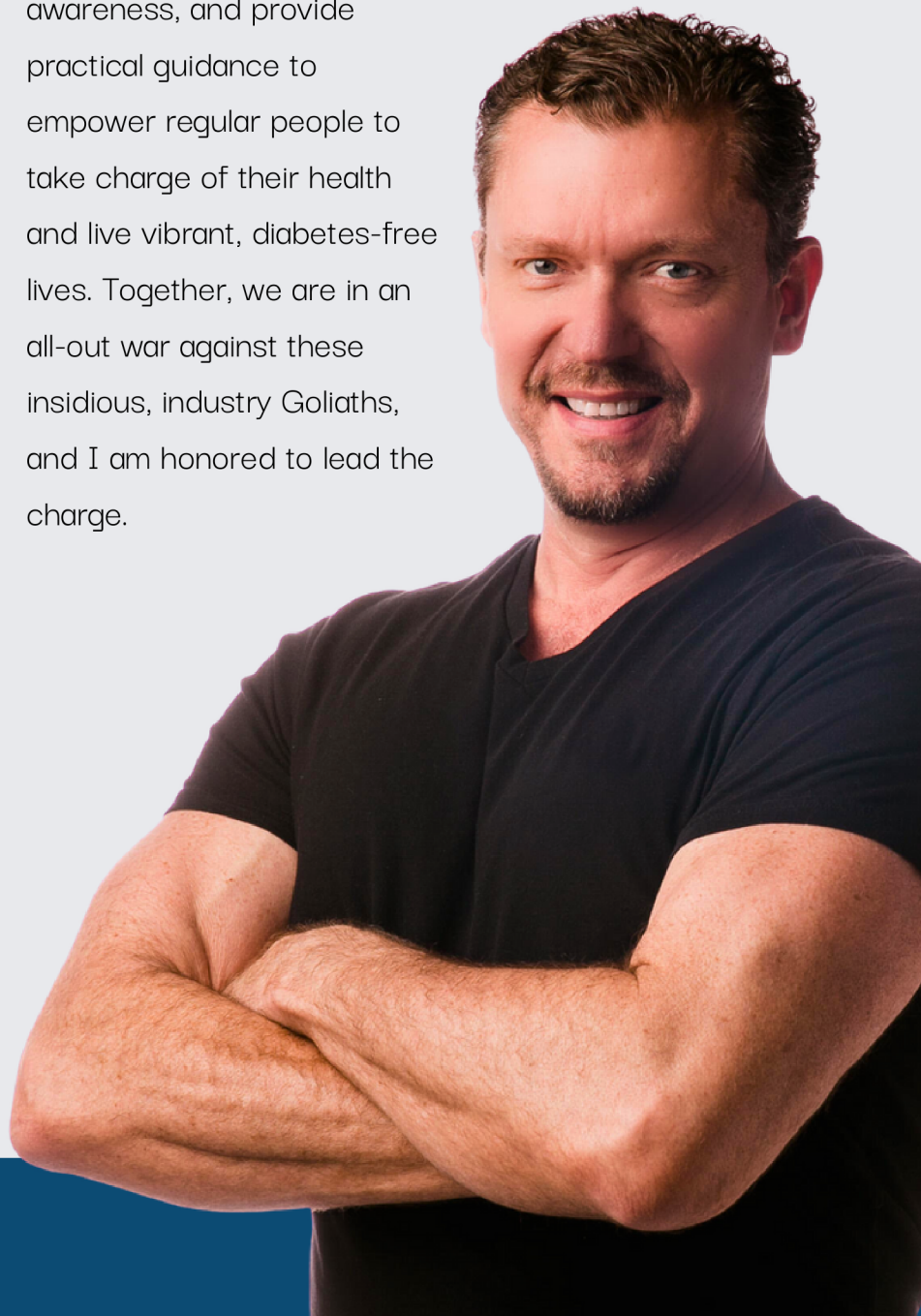
**The Food, Drink and Resources You Need To Reach
Your Health-Gain & Fat-Loss Goals**

MEET DR. BERRY. . .

I am Dr. Ken Berry, a dedicated healthcare practitioner based in a small, rural town in the heart of Tennessee, USA. With over two decades of experience as a Family Physician, I have been on the front lines of an ongoing battle against the epidemics of Obesity, Type 2 Diabetes, Fatty Liver, Chronic Inflammation & Hyperinsulinemia.

Each day, I commit myself to the well-being of my patients & Tribe-members, fighting these health crises one individual at a time. The resilience and determination of my patients inspired me to broaden my horizons and amplify my efforts. Now, I am prepared to elevate this fight to the world stage. Everyone deserves good health!

Through my books and informative videos, I have embarked on an unyielding crusade against the twin scourges of obesity and Type 2 Diabetes. My mission is clear: to spread helpful knowledge, create awareness, and provide practical guidance to empower regular people to take charge of their health and live vibrant, diabetes-free lives. Together, we are in an all-out war against these insidious, industry Goliaths, and I am honored to lead the charge.



PROPER HUMAN
DIET

11 Concepts For a Proper Human Diet



1. Nutrient Density:

- Focus on nutrient intake for optimal health
- Certain amino acids, fatty acids, vitamins, and minerals are essential
- Nutrients are why we need food

2. Carbohydrate Knob:

- There are NO essential carbohydrates or sugars for human health
- Carbohydrate intake is optional and adjustable, and zero carb is an option

3. Inflammatory Foods:

- Awareness of inflammatory chemicals in some foods through 90-day Elimination Diet
- Sensitivities can show up as gut issues, skin issues, joint pain, mental health and more
- N=1 Experiments are the gold standard in understanding what foods you may be sensitive to. We recommend 90 days of Pure Carnivore with a reintroduction phase

4. Satiety:

- Understanding the sense of fullness (satiety)
- Hormones regulate your satiety signals
- For some people, the process of relearning what “full” feels like can take months

5. Fasting:

- Incorporating fasting into the diet
- Daily intermittent fasting benefits
- Extended fasting for fat loss, hormonal balance & calming inflammation

6. Ancestral Appropriateness:

- Emphasis on foods traditionally consumed by humans for 10,000's of years
- Fatty meat, eggs, organs, and natural animal products
- Cautions against foods introduced in the last few thousand years

7. Avoiding Factory Products:

- Avoid highly processed and multi-ingredient factory-foods
- Focus on one-ingredient, natural foods
- The importance of avoiding processed Keto products with bad ingredients

8. Adequate Minerals:

- Recognition of the vital role of minerals in the diet
- Understanding mineral deficiencies in modern soil, in food, & in you
- Recommendation for mineral supplementation while needed

9. Fight Fad Diets:

- Differentiating between true human diets and modern fads
- Critique of popular diets and their lack of research basis, or ancestral history
- Avoiding diets driven by big-food, big-pharma & big-government

10. Sugar/Carb Addiction:

- Acknowledging the potential for sugar and carbohydrate addiction
- Understanding withdrawal symptoms when reducing carbs
- Identifying addictive processed carbohydrates/sugars

11. Price vs. Quality:

- Recognizing a spectrum of food quality
- Choosing the best quality within budget constraints
- Improving food choices as finances allow

These 11 concepts provide a comprehensive understanding of what constitutes a proper human diet for optimal health and well-being.



PROPER HUMAN — DIET —

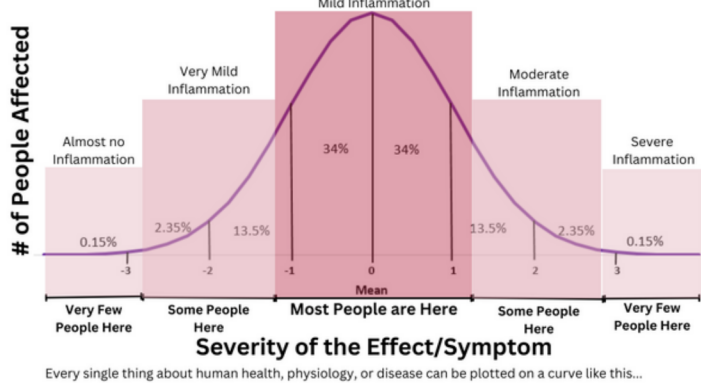
There is so much inaccurate and misleading diet information that it is very hard to know what to eat and drink to achieve lasting fat loss & great health. There are things you should strictly avoid, which you've been told for years are fine, or even healthy to eat. Keep this handy guide close and use it often until you are sure of what to reach for and what to avoid. All foods listed here are low in carbohydrates and can easily be incorporated into a Proper Human Diet.

All the foods listed here are part of the Proper Human Diet, despite what you might have heard or read. Keep in mind that there are 2 important principles to consider about all foods, the amount of total carbohydrates they contain, and how inflammatory they are to your body.

Start Here



Curve of Inflammation from Plants/Seeds



Proper Human Diet Carb spectrum

Low-Carb Paleo	Real-Food KETO	Real-Food KETO	Ketovore	Carnivore
100*	50	20	10	0*
Total Carbs/Day				

*There is never any reason for a normal person to eat more than 100 grams of total carbohydrate in a day. More than 100 grams/day will definitely lead to high blood sugar, high insulin, and increased glycation. Any carbs eaten should be as natural & unprocessed as possible. Example: Roasted, whole Almonds are less-bad than Almond Flour...

**Carnivore is not truly zero-carb, but is the lowest carb diet available, and all the carbs from carnivore foods (eggs, liver, fish) are from glycogen stored in animal flesh/food

Counting macros is tedious. You have to weigh everything you put into your mouth. It is not ancestral to do this. Stick to eating under 20 total grams of carbs per day, eat FATTY cuts of meat and don't get too hung up on the protein and fat macros. This can be too complicated for many people and makes them give up and quit before they even begin seeing the power of a Proper Human Diet.

The only macro you really need to focus on is the CARB macro. You are not required to track your macros if you are eating a meat based, REAL food, Proper Human Diet. However, if you choose to eat any packaged products you should absolutely track your carbohydrate intake. This includes seasonings sauces and beverages.

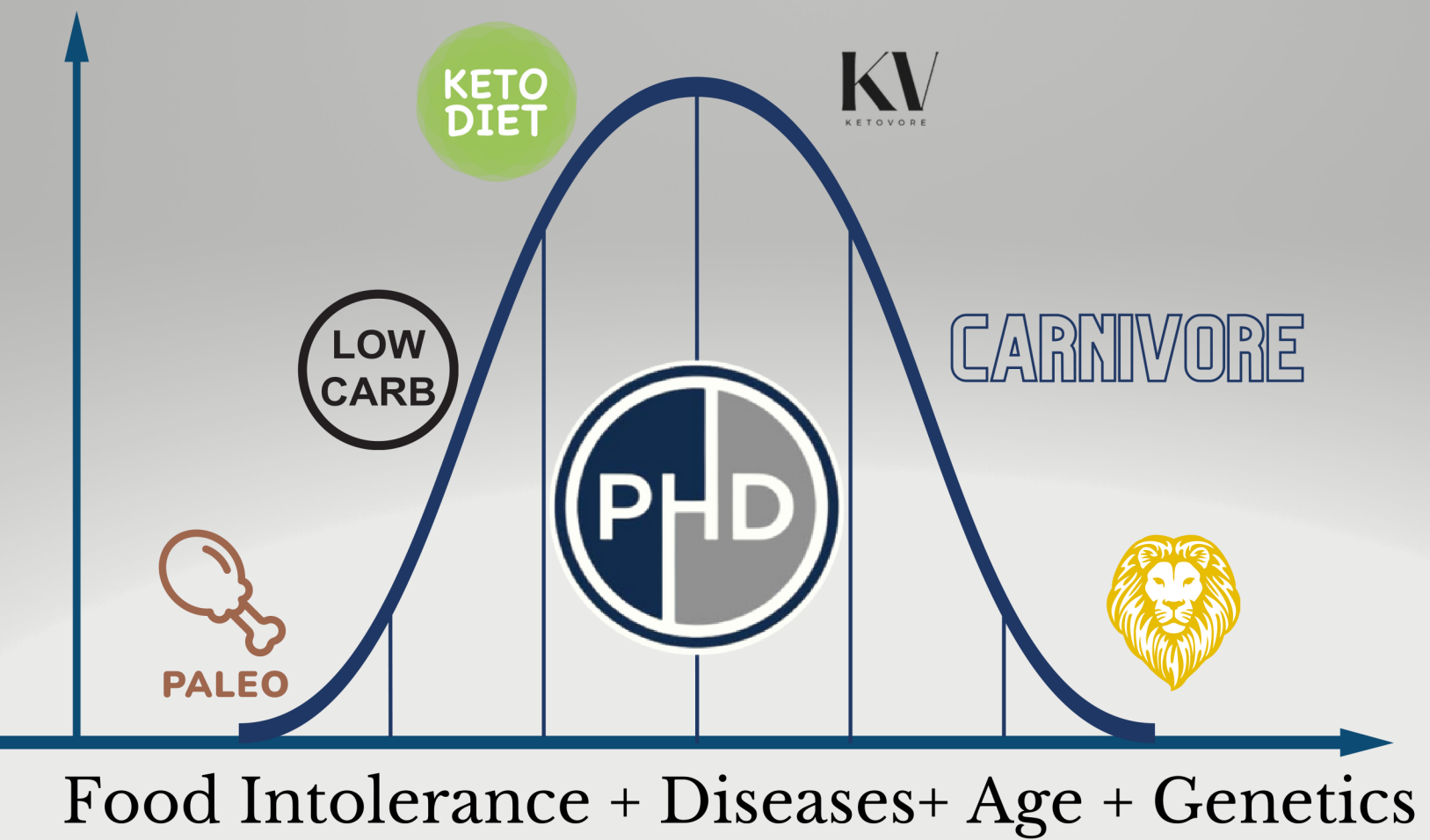
Count Total Carbs : Keep them under 20g per day or lower

Protein : Eat fatty cuts of meat till full this is usually between 90 and 140 grams per day depending on height and ideal weight.

Fat : Fat intake should be roughly in the same range as your protein intake in grams. If you are eating fatty cuts of meat and cooking your meats in fat this should take care of itself. If you find you're not tolerating the high range of fat, lower you fat intake. If you feel you are not feeling full, increase your fat intake. Make sure to give your body time to adjust before making too many changes. Give your body 4-6 weeks before trying to move around your fat macro.

EXAMPLE

Sally :
 Height 5 ft. 2 in
 Ideal Weight 120 lbs
 Protein Goal Range : 90-120 grams
 Fat Goal : 80-140 grams
 Carb LIMIT : 20 grams TOTAL



Meat & Seafood

All meats are appropriate to eat on a PHD diet. If it used to cluck, moo, oink, fly, crawl or swim then you can eat it! Red meat, poultry, pork, and seafood are nutrient-dense, and great for a PHD diet. The organ meats, although often neglected in modern times, are full of nutrition and should be included in your diet.

Here is a partial list of meats you can eat as much of as you want on your diet:

Alligator
Beef (all cuts)
Bison Jerky
Clams
Eggs (all)
Goat
Kangaroo
Mussels
Pheasant
Rabbit
Salmon
Shrimp
Turkey (all parts)
Squirrel

Goose
Lamb
Ostrich
Pork (all cuts)
Rattlesnake
Sausage
Spam/Potted Meat
Veal
Rabbit
Bear
Bison
Chicken (all parts)
Duck
Emu

Scallops
Trout
Venison
Crawfish
Bacon (Yes bacon)
Beef Jerky
Boar
Crab
Elk
Lobster
Oysters
Quail
Reindeer
Hot Dogs



Beware of the Following!

Breaded Meats – Breading, Breadcrumbs, and Batter have wheat & other carbs in them and should be avoided.

Cured Meats – Honey and Sugars are used in curing meat. Pick the lowest Carb Count cured meats and watch the ingredients to keep your diet clean.

Glazes and Sauces – Glazes and Sauces can be packed with Sugar, Cornstarch, and Flour, all of which can mess up your diet. Watch Carb Counts closely on these.

Processed Meats – Some processed meats have starchy/carb fillers added to stretch the product. Watch the Carb Count and ingredients closely on these products and pick the lowest Carbs.

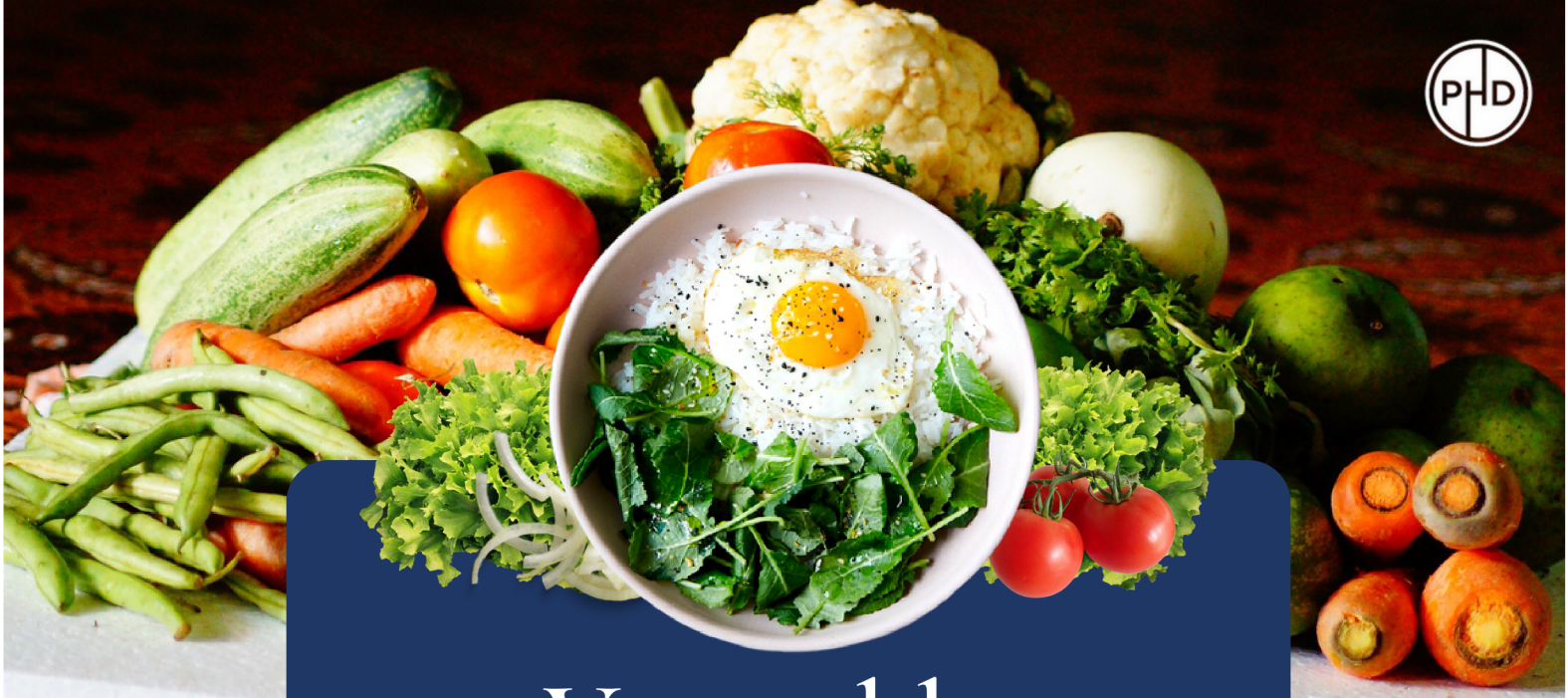
Seasonings – Many rubs and seasonings contain dextrose and/or maltodextrin. It is best to avoid these ingredients.

Oils - All oils in the chart highlighted in red should be avoided completely.

What to Cook with?

Cooking Oils	% Linoleic Acid (LA) Average Value (Range in Parentheses)
Safflower	70%
Grape seed	70%
Sunflower	68%
Corn	54%
Cottonseed	52%
Soybean	51%
Rice bran	33%
Peanut	32%
Canola	19%
Olive oil	10% (3% - 27%)
Avocado	10%
Lard	10%
Palm oil	10%
Tallow (CAFO)	3%
Butter (CAFO)	2%
Coconut oil	2%
Tallow (Grass Fed)	1%
Butter (Grass Fed)	1%

GREEN is Best...



Vegetables

Most vegetables are fine on a PHD Diet. But, they can be a little tricky sometimes. As a rule, if it's green and leafy then go for it! If it's starchy or sweet, then avoid it. The PHD Diet is a very-low-carb diet. By choosing the lowest-carb, most nutrient dense vegetables, you can have great results. You always want to buy vegetables fresh and local if possible. Frozen is a little less-good but still acceptable. Avoid vegetables in cans whenever possible. The ideal way to eat your vegetables is fermented, cooked, or steamed. What you want to avoid is eating them raw, or cooking them until they are soft or mushy. When you do this, many nutrients are destroyed, and the fiber is broken down. This can turn an acceptable vegetable into a starch!

Here's a partial list of acceptable veggies...

Alfalfa Sprouts
Zucchini
Broccoli
Celery
chicory
Spinach
Konirani
Nori
Radish, raw
Asparagus

Collards
Endive
mushrooms
Okra
Squash, alt
Artichoke
Bok Choy
Cauliflower
Chayote

Escarole
Mustara Greens
Peppers
Brussels Sprouts
Chard
All Pumpkins
Cucumber
Beet Greens

Carb-count & inflammation should be considered and the presence of fiber can cause issues with some people. The best way to understand how vegetables can affect you is to do a 90-day elimination diet of Beef, Butter, Bacon & Eggs, and reintroduce the vegetables in small amounts one at a time.



Starchy Vegetables

The following "Vegetables" are too starchy and should be avoided while you are trying to lose fat.

Potato
Rutabaga
Peas
Carrot
Vicama
Beets
Turnip
Beans
Sweet Potato

I know you may have been raised believing that "beans and taters" were very healthy veggies and good for you, but they are in fact very starchy, which raises your blood sugar, which raises your insulin, which leads to weight gain. They also have very little in the way of meaningful nutrition.

Much of mastering the proper human diet is **unlearning** the false facts you have been taught in the past by well-meaning family members & experts. Some people are sensitive to the oxalates, phytates, lectins, & other phyto-chemicals in plants and need to avoid them completely.



Full-fat dairy foods can be enjoyed on the PHD diet by some. Some dairy is just fine, because it won't raise your blood sugar or your insulin level. Other dairy is full of milk sugar and should be avoided. Drinking any milk, from Skim to Whole, will mess up your proper human diet, as they are all loaded with Lactose, a milk sugar. Never eat/drink any dairy product labeled as low-fat or fat-free.

The fat in dairy is actually the good part, not bad. Any time a corporation removes the fat from a natural product they must add sugar and/or chemicals to get the product to taste good.

The following list of full-fat dairy products can be enjoyed on your PHD diet:

Feta Cheese, full fat
Heavy Cream
Whipping Cream
Provolone Cheese
Greek Yogurt, full fat
Butter
Colby Jack Cheese

Blue Cheese
Cheddar Cheese
Cream Cheese, full fat
Gouda
Double Cream
Parmesan Cheese, full fat
Sour Cream, full fat
Brie

Cottage Cheese, full fat
Goat Cheese
Clotted Cream
Mozzarella Cheese, full fat
Ricotta, full fat
Plain Yogurt, full fat

BEWARE

Watch the Labels

Watch the labels of these products very carefully, companies will often add a variety of different sugars which are not okay on the PHD diet. There are over 100 names for sugar, so watch out!

The following list of dairy foods contain fats and oils that are not okay to use and should be avoided:

Margarine!	2% Milk
Low-fat Cheese	Low-fat Anything
1% Milk	Cashew/Soy Milk
Half and Half	Can't Believe It's Not
Fat-free Anything	Plant Butter
Country Crock!	Skim Milk
Fat-free Cheese	Whole Milk
Almond/Rice Milk	Reduced-fat Anything

Dairy, even in full fat form, can cause inflammation for some people with autoimmune, or other conditions. It can also become a problem if you have hit a stall or your primary goal is fat loss. Dairy is meant for baby animals and children, not for adults. As with eating vegetables, keep in mind that the specific milk proteins in dairy are quite inflammatory for some people, less so for others. For some people, the only dairy they do well on is butter and/or ghee.



Fats & Oils

Good quality fats provide fuel & building blocks on the PHD diet! Understanding that fat is good for you is one of the basic ideas of the PHD diet. Fat will NOT raise your triglycerides, or lead to an increased risk of heart attack or stroke. This concept can be confusing at first, and goes against everything most of us were taught about diet and nutrition. But, you only have to look at the exploding rates of obesity and diabetes to realize that what we were all taught was wrong. Fat bombs and bulletproof coffee are just fine for you when you are getting started, but not required on a PHD diet if you don't like them.

Here is a list of fats and oils you can use as much of as you want on your diet:

Perfect

Beef Tallow
Lard
Goose Fat
Butter
Ghee
Bacon Grease
Sheep Tallow
Goat Fat
Duck Fat
Suet
Bison Tallow

Pretty Good

Coconut Oil
Avocado Oil
Palm Oil
Olive Oil
Cocoa Butter

Avoid!

Oils you strictly need to avoid are on the following list:

Peanut, Soybean, Corn, Sunflower, Safflower, Grapeseed, Sesame, Margarine, Peanut, Plant Butter, Rice Oil, Flaxseed, Vegetable Oil, Walnut, Others...

Beverages & Drinks

We are trying to mimic the diet our ancestors consumed thousands of years ago. They were all healthy weight and metabolically healthy. All they drank for 99% of their adult life was water. That's it, nothing else.

So here is a list of things that mimic what they did, and that won't raise your insulin level:

Water
Unsweet Tea
Seltzer Water
Bone Broth, home-made
Diet Soda, rarely
Club Soda
Coffee, sugar-free
Dry wines, rarely
Unsweet Herbal Tea

Electrolytes are important for everyone, not just those who are on a Proper Human Diet. However, if you are just beginning this way of eating they become more important, since lowering carbohydrate intake will cause a lot of unhealthy, stored water to be lost in the first few weeks. Some people call this "water weight". Increase your salt intake as well. We recommend reading the book "The Salt Fix" to dive into why salt is important and not the villain it has been made out to be. Minerals are very important. Our ancestors were able to get these minerals naturally from spring water, animal blood, and the soil. Modern water and soil has been mismanaged and degraded over the years so supplementing is important for everyone.

Alcohol

There are no healthy forms of alcohol. but you are an adult and may make the decision to indulge from time to time. There are BETTER options, or “less bad” as we like to say. You can find some of them listed below. If your goal is health optimization and fat loss, it is best to stay away from all forms of alcohol.

Mixed Drinks

Vodka and Club Soda*
Whiskey and Club Soda
Ranch Water with Salted Rim*
Savory Martini's (not fruity)

*You can also bring your own electrolytes and add them to your mixed beverage for flavor.

Wine & Beer

Dry Farm Wines
<https://www.dryfarmwines.com>
Low Carb Beer
Truly Seltzer
Topo Chico Seltzer
White Claw Seltzer

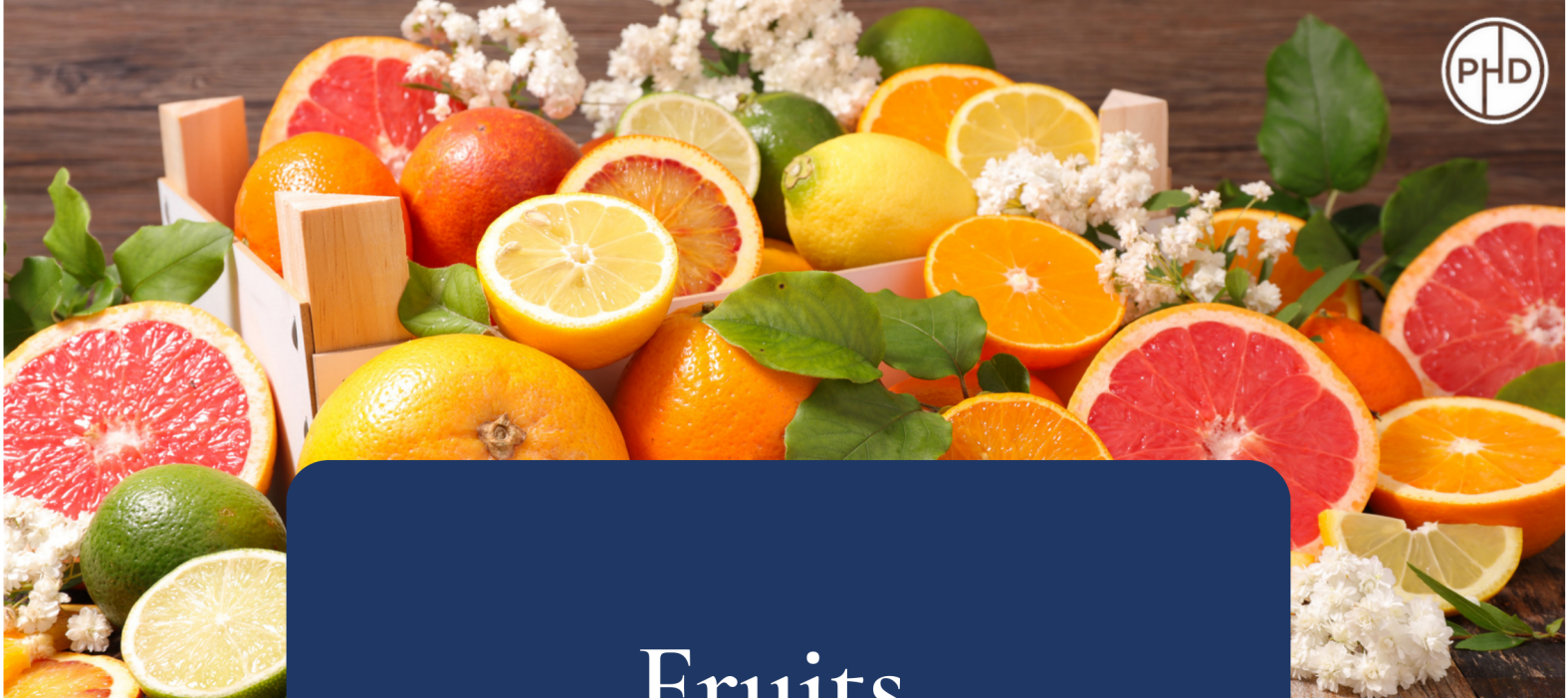
Fruits

Although fruit is natural, much of it contains too much natural sugar and will elevate your insulin level, & cause unhealthy glycation. Remember that the reason our ancestors ate fruit in the fall was to gain weight for the winter.

Since we are not trying to gain weight, here is a list of fruits you can enjoy in strict moderation:

Avocado
Olives
Huckleberries, raw
Blackberries, raw
Blueberries, raw
Currants, raw
Raspberries, raw
Strawberries, raw





Fruits

Most other fruit, while still being natural, and possibly organic, contains too much sugar and will slow down your fat burning. Enjoy them sparingly, and always raw. Cooking any fruit or berry breaks down all the fiber and leaves you with a high-sugar food that is basically a dessert.

Make sure there is not sugar sprinkled on top of your fruit or in any added sauce.

There is NO fruit juice that is good for you, or that is included in the PHD. Organic, fresh-squeezed fruit juice is just as bad for you as drinking soft drinks.

The fruits which will elevate your blood sugar the most, and should be avoided all-together when you are trying to burn fat are listed below:

Mandarin Orange
Pomelo
Grapefruit
Calamansi
Kaffir Lime
Kumquat
Aples

Grapes
Tangelos
Raisins
Melons
Papaya
Bananas
Pineapple
Mango



Nuts & Seeds

Nuts and seeds are low in carbohydrates and can be a wonderful occasional addition to your proper human diet. Always eat them as part of a meal, and not as an in-between meal snacks. All nuts contain some carbs, and will elevate your insulin. Remember that peanuts are not actually a nut. They don't grow on trees, they are peas that grow underground. They used to be called goober peas, and this name is much more accurate. They are starchy and often contaminated with mold, and should be avoided.

Here is the list of nuts and seeds you can enjoy in moderation on your diet:

Almonds
Brazil Nuts
Cashews
Coconut
Hazelnuts
Macadamias
Pecans
Pili Nuts (best choice)
Pumpkin Seeds
Sesame Seeds
Walnuts
Pistachios

***Nut butters can be hyper-palatable & should be used in strict moderation!**

IMPORTANT : Some people will find that including nuts and seeds in their Proper Human diet causes stalls and/or inflammation. All nuts should be sprouted, soaked, and/or roasted before eating, as this will decrease the inflammatory phyto-chemical levels.

This especially includes nut flours & nut butters that can be found in many products, or baked KETO goods. If you find your fat loss has stalled or you have inflammation, we recommend going 90-days without nuts or nut flours/butters to see if you have any improvement with symptoms or stalls.



Sweeteners Desserts / Keto Fasting

Since sugar, whether natural or added, in all its forms elevates insulin levels, you should avoid it when trying to burn fat. But, we all love something sweet occasionally, and there are still options for you. Here is a list of sweeteners that are fairly safe, which you can use in strict moderation:

Stevia liquid

Stevia powder

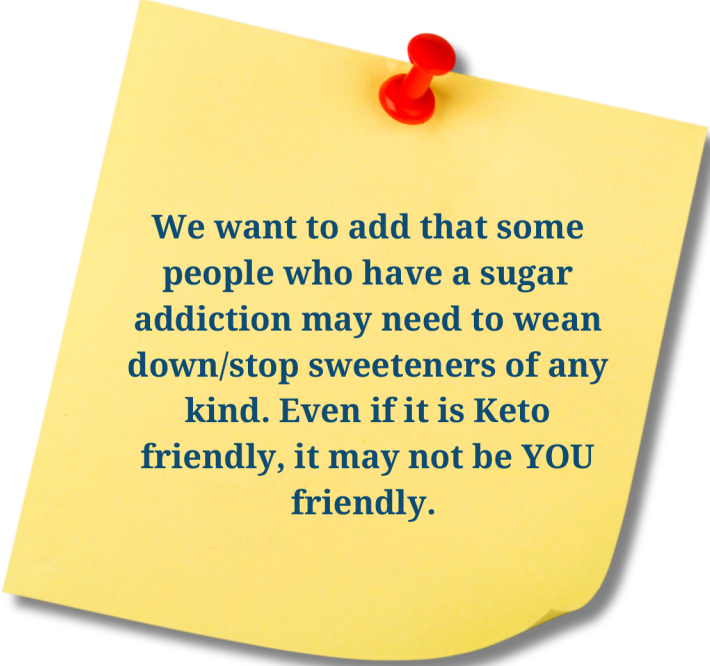
Erythritol

Xylitol

Monk fruit Extract

Swerve

Allulose



We want to add that some people who have a sugar addiction may need to wean down/stop sweeteners of any kind. Even if it is Keto friendly, it may not be YOU friendly.

This is another instance where a 90-day N=1 experiment would prove beneficial to those who may think they could be sensitive or even addicted to sweeteners.



Condiments & Spices

Many condiments and dressings, such as ketchup, honey-mustard, French, Thousand Islands and Ranch are filled with sugar which will raise your blood sugar levels, & vegetable oils leading to inflammation. Salt is good for you and you can eat as much Real Salt as you like. Some condiments/spices are fine for you to eat in moderation, and here they are:

Mustard (zero sugar)

Vinegar

Salt

Basil

Rosemary

Garlic

Mayonnaise (made with butter or a PHD approved Fat, always check the ingredients)

Salsa, sugar-free

Pepper

Chives

Thyme

Aioli (watch ingredients)

Béarnaise (watch ingredients)

Lemon Juice (only enough for flavor)



IMPORTANT: again, always
always always check the
ingredients list and TOTAL
CARB COUNT.



More Thoughts...

When in doubt, only eat real, whole foods that don't have a label or packaging. Big-food companies are in business to make a profit, not to help you burn fat & get healthy. They will add sugar and/or chemicals to a food product in a second if it will improve taste/sales. This includes KETO PRODUCTS. Always look at the ingredients list and total carb count of any product you buy before you eat it.

Stick to the Outer-Wall when you go grocery shopping. Companies put processed food products in the center of the store, because it increases sales. Even in restaurants and at buffets you can make healthy choices, you just have to use your head. You may not be able to eat perfectly in these situations, but you can keep your carb-intake low, and not mess up too badly. Several studies show that, because of the cephalic phase insulin response, that any sweet taste in the mouth raises insulin in the blood. Therefore if weight loss is your primary goal you should limit or remove any sweeteners from your way of eating.

Intermittent Fasting



You fast every night when you sleep. Many people don't think of this, but when they do, it makes intermittent fasting or time-restricted eating (TRE). Since you already do this, it won't be difficult to increase the amount of time you fast each day. Doing this will lower your insulin level and allow you to burn the fat stored on your body for fuel.

Start by increasing your nightly fast from 7-8 hrs during sleep to 10 or 12 hours each day. Don't eat or drink any calories during this time. Each week you'll be able to add another hour to your fasting time. This will be easier than you think because the food you eat in your feasting window of time is full of fat/protein and thus will keep you feeling full & fine for much longer.

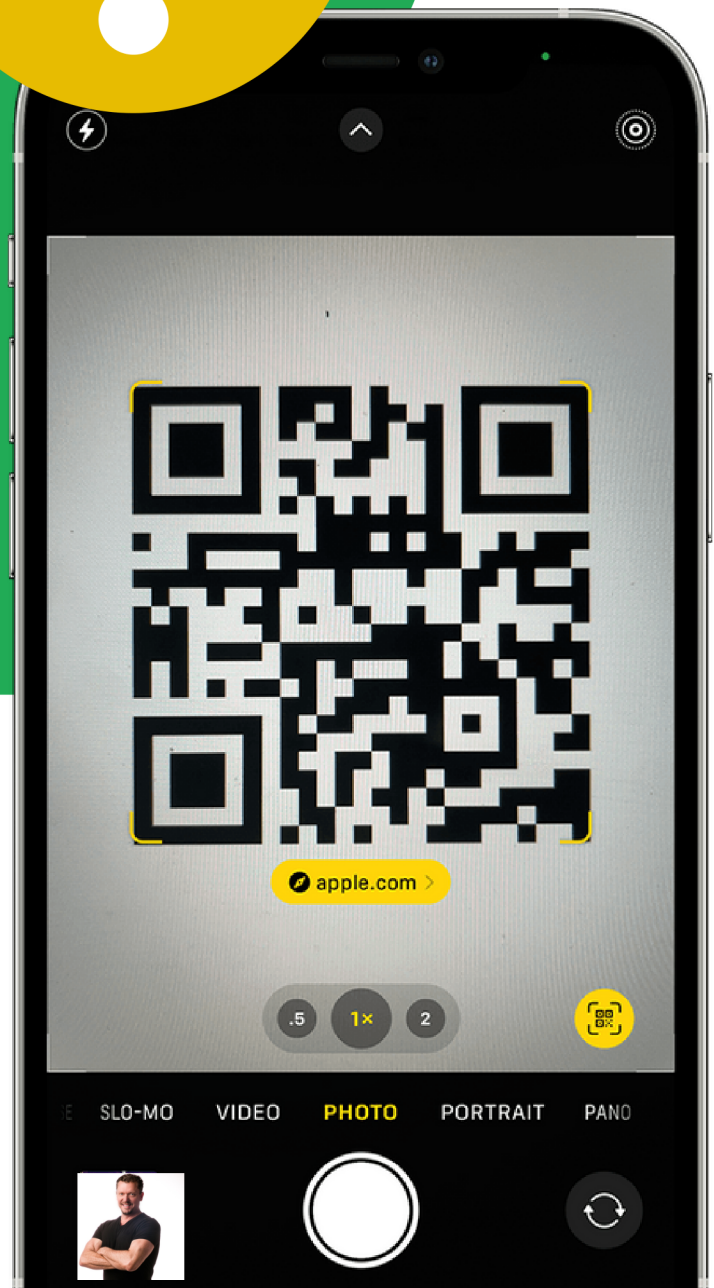
When you increase your fasting time up to 16-18 hours each day you will lower your insulin level towards normal and this will start to lower your stored fat levels, your blood sugar, and more! For some people, this is all the fasting they have to do. Others need/want to increase fasting time longer, up to 18 or 20 hours each day. You can also experiment with a 36 or 48 hr long fast if you want or need the extra benefit of this...

QR CODE TUTORIAL

How to scan a QR code with the Camera app

On your iPhone, Android phone or tablet...

1. Open the Camera app from the Home Screen, Control Center, or Lock Screen.
2. Select the rear facing camera. Hold your device so that the QR code appears in the viewfinder in the Camera app. Your device recognizes the QR code and shows a notification.
3. Tap the notification to open the link associated with the QR code.



CONNECT WITH US

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Dr Ken's Community – Get Support for your journey & help Dr Berry fight big-food & big-pharma. This is a censorship-free zone!



Dr Ken's YouTube Channel – Over 900 easy to understand videos about the Proper Human Diet, and interviews with leading voices in the Health & Wellness space.



Dr Ken's Instagram – Keto inspiration and thoughts



Dr Ken's Facebook Page – Articles about Food, Medical Info and Lifestyle Tips you need to know about.



Dr Ken's Twitter – Snarky push-back against big-food & big-pharma

DISCOUNT LINKS

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Dry Farm Wines -

<https://www.dryfarmwines.com>



Eat Real MEAT:

<https://bit.ly/USmeatDiscount> (discount = BERRY)



Eat REAL SALT: <http://bit.ly/RealSalts>



[Pluck Organ Seasonings code = DRKEN for 25% off https://eatpluck.com](https://eatpluck.com)



[LMNT electrolytes: drinklmnt.com/Neisha](https://drinklmnt.com/Neisha)
([free gift](#))



DISCOUNT LINKS

****SCAN QR CODES TO ACCESS SITES****



Carnivore Crisps: carnivorecrisps.com
(discount code = BERRY)



Keto Chow:
<https://www.ketochow.xyz/ref/drkenberry>



Carnivore Crisps: <https://carnivorecrisps.com>
(discount code: BERRY)



Best JERKY I've tasted:
[https://matthatjerky.com/?ref= vgzta3eC0uNy](https://matthatjerky.com/?ref=vgzta3eC0uNy)



PHD Merch: <https://shopphd.com/> (T-Shirts,
Tanks, Hoodies, etc)

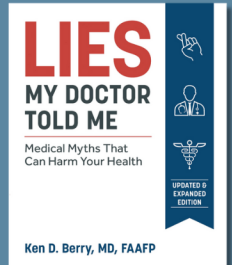


BOOK RECOMMENDATIONS

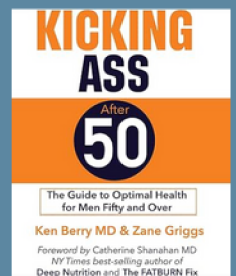
****SCAN QR CODES OR CLICK ON BOOK TO ACCESS SITES****



Lies My Doctor Told Me



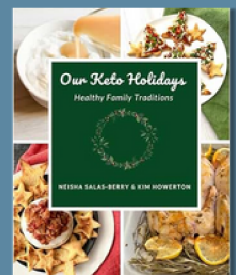
Kicking Ass after 50



Common Sense Labs



Our Keto Holidays: Healthy Family Traditions



Amazon store front



PROPER HUMAN
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